

KENDAL



Kendal Futures
Annual Report 2017-18

Kendal Futures is the regeneration partnership for Kendal and seeks to facilitate and encourage investment in the local economy.

THE KENDAL FUTURES BOARD

The Kendal Futures Board is independently chaired by Martyn Nicholson. The public and private sector representation ensures that the work of the Kendal Futures Board is well formed and based on a broad cross-section of knowledge and opinion. Meetings encourage good quality debate, discussion and an understanding of the issues and constraints facing the town.

The board members all give up their time voluntarily and they are supported by a part time project manager.

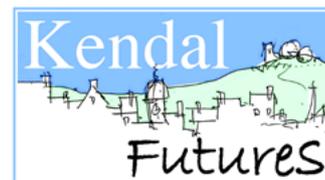
Board members are appointed by nominating bodies to represent their members or are appointed by the Kendal Futures Board to represent a wider group from the public or private sector. The following is a list of those who were members of the Board for all or part of the year:

Martyn Nicholson – Chair – Private Sector
Derek Armstrong – Cumbria Chamber of Commerce
Derek Jones – CoC – Kendal Leisure Centre
Fenner Pearson – CoC – Meantime IT
Andrew Bass – Cumbria CVS
Julie Chapman – Cumbria Tourism
Richard Moore/Brian Harrison – Kendal Business Improvement District
Louise Shrapnel – Kendal College
Cllr. Austen Robinson/Cllr. Susanne Long – Kendal Town Council
Paul Foster – Federation of Small Businesses
Spencer Hannah – FSB – Herdy
Mark Cropper – Large Employers
Cllr. Jim Bland – National Farmers Union
Damian Bonsall – Schools
Cllr. Graham Vincent – South Lakeland District Council
Cllr. Geoff Cook – South Lakeland Local Committee (CCC)
Mandy Dixon – Tourism Group
James Todhunter/James Allison – Young Professionals Group

IN SUPPORT

Paula Scott – Kendal Futures Project Manager
Gareth Candlin/Matt Williams/Joanne Golton – South Lakeland District Council

More information about the work and direction of the Kendal Futures Board can be found on www.southlakeland.gov.uk/kendalfutures



GLOSSARY

BID	Business Improvement District
CoC	Cumbria Chamber of Commerce
CCC	Cumbria County Council
EA	Environment Agency
KEGAP	Kendal Economic Growth Action Plan
KF	Kendal Futures
KFB	Kendal Futures Board
KTC	Kendal Town Council
LDNP	Lake District National Park
LEP	Local Enterprise Partnership
SLDC	South Lakeland District Council
SLLC	South Lakeland Local Committee

The Kendal Futures Board is working to achieve the Vision for Kendal and deliver the Kendal Economic Growth Action Plan (KEGAP) 2015-2025.

This plan, which was published following consultation with the Kendal Futures Board and key partners and stakeholders, updated the previous Kendal Economic Regeneration Action Plan of 2007.

The KEGAP contains a vision, strategic themes and priority projects as a basis for future investment decisions over the next 10 years.

KENDAL'S 2025 VISION

In ten years the wider Kendal area is:

“An economically dynamic, diverse and culturally vibrant place, with strong new and established businesses in growing sectors with competitive infrastructure to support them. The businesses provide quality jobs and higher value employment opportunities. Kendal itself is a contemporary market town with an intriguing focus on culture, arts and the creative industries set in a thriving distinctive town centre within one of Europe’s greatest landscapes.

The wider Kendal area is now achieving its potential to deliver sustainable wealth, health and well-being for all its residents and admired for its flourishing business, educational excellence, enterprise and ambition, the quality of its built heritage and its low carbon economy.”

The KEGAP includes programmes and projects that will grow the local economy, fuel job creation and increase the wider Kendal’s long-term prosperity. It focuses on the drivers of business growth and job creation based on innovation, investment, infrastructure and skills. There are 16 projects listed under 4 priority headings of:

1. Business specialisation and diversification - Continue up the value chain:
 - Creating the conditions to support growth-orientated businesses
2. Attract and retain working age talent:
 - Creating the right environment to attract and retain more younger working age households and encourage entrepreneurship
3. Establishing a brand/USP for the wider Kendal economy:
 - Focusing on quality of life to create ‘brand Kendal’ and exploit emerging economic and social trends
4. Deliver economic infrastructure and place making investment:
 - Facilitating economic growth, infrastructure investment for key sectors and place-making

A copy of the KEGAP can be downloaded from www.southlakeland.gov.uk/kendalfutures

ACTIVITIES AND FUNDING

Kendal Futures has limited resources and so works to achieve its aims and objectives through other bodies with similar objectives. The activities of Kendal Futures include:

- Lobbying and influencing
- Support and facilitation
- Championing Kendal
- Project delivery

Many of the Kendal Futures Board partners have contributed financially to projects which have benefited Kendal since 2007 and their contributions to current projects are detailed in this report.

In addition, Kendal Futures has received funding to support the role of the part time project manager from Kendal Town Council, South Lakeland Local Committee (CCC) and South Lakeland District Council.

WHAT IS THIS REPORT?

The economic development and growth of Kendal is the responsibility of a wide range of partners and stakeholders.

Through close partnership working, Kendal Futures has helped to deliver a range of economic regeneration projects.

The achievements of all partners are detailed in this 10th annual report, published by Kendal Futures, which covers the period July 2017 to November 2018.

Focus on delivering the Vision 2017 to 2018.

PRIORITY 1. WE'VE HELPED TO CREATE THE CONDITIONS TO SUPPORT GROWTH-ORIENTATED BUSINESSES



What we've done:

- www.visit-kendal.co.uk content continually updated and blog posts written to promote Kendal as a destination for local people and visitors. *(Funding: KTC and Kendal BID)*
- Town centre footfall counts monitored and compared to year one statistics, and data shared with partners, commercial agents and landlords. *(Funding: SLDC and KTC)*
- Kendal leaflet series - Welcome, Culture and Walking Trails - in partnership with KTC, refreshed, reprinted and professionally distributed to key visitor locations within a 2 hour drive time of the town. *(Funding: KTC and Kendal BID)*
- Provided letters of support to cultural organisations to help secure vital future development funding.
- Consulted Kendal's Large Employers about infrastructure and other issues affecting their businesses and future growth plans.
- Strengthened the Kendal Courtesy Toilet scheme with new venues and a new publicity leaflet.
- Evening economy working group formed to progress the findings from the Evening Economy Research Report with partners and local businesses to further increase the appeal of Kendal in the evenings and benefit the wider economy.
- Received an update from Cumbria Tourism and discussed Kendal's ambition to attract increased number of visitors, particularly those who can arrive by train.

Outcomes:

- www.visit-kendal.co.uk ranking 3rd in Google for the search term 'Kendal' and receiving an average of 6,000 visitors per month.
- Footfall counts showed an increase of 75% in June, July and August 2018 against the same period in 2017, with an increase of 50% in September and 30% in October 2018.
- Kendal leaflet series printed and distributed and proving popular. Between January and June 2017, 60,000 Welcome to Kendal guides, 20,000 Culture guides and 20,000 Walking Trails guides have been circulated.
- Kendal shop vacancy rate has decreased since the same time last year from 12% to 10% at the end of June 2018. (The national town vacancy rate stood at 9.2% in July.) There were 44 empty shops in the town out of a total of 432 shops surveyed.
- Kendal's cultural and festival organisations continued to play an important role, raising the profile of Kendal, enhancing quality of life and in economic impact.
- Large Employers identified the need for a more holistic, joined up approach to creating the right conditions for business growth across the private and public sectors.
- Evening economy working group failed to progress initial proposals identified due to a mixed response from other town centre groups.
- 19 venues participating in the Kendal Courtesy Toilet scheme to provide safe and accessible toilets to the public, with 30,000 leaflets professionally distributed.

Future focus:

- Lead work to develop a holistic Vision for the Future of Kendal, focused on place-making and creating the right conditions to enable the private sector to flourish and grow.
 - Increase visitor traffic to, and business engagement with, www.visit-kendal.co.uk to ensure Kendal has a positive digital footprint to promote the town.
 - Find ongoing funding to support the town centre footfall counts to enable year on year comparisons and trends to be monitored.
 - Reinvigorate the evening economy working group.
 - Encourage SLDC to improve and invest in Kendal's indoor and outdoor market offer.
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Focus on delivering the Vision 2017 to 2018.

PRIORITY 2. WE'VE HELPED TO ATTRACT AND RETAIN WORKING AGE TALENT

What we've done:

- Appointed a board representative for schools to encourage more meaningful engagement and understanding of the constraints affecting schools and employers.
- Encouraged the Young Professionals Group to share their views to inform research and projects about the future of the town.
- Participated in the Great Place Lakes and Dales events to ensure Kendal can benefit from future projects which celebrate place to attract and retain young people.
- Continued to champion Kendal as a great place to live, work and visit, particularly via www.visit-kendal.co.uk, the leaflet series and in media requests.
- Consulted some of the town's large employers about their recruitment, retention and housing needs which are affecting their ability to attract their workforce.
- Supported plans to redevelop K Village into a Travelodge with additional one and two bedroom apartments for rental.



Outcomes:

- The Young Professionals Group, co-ordinated by Napthens and Arnold Greenwood Solicitors, continues to grow and meet regularly, with over 80 active members.
- The Young Professionals Group provided valuable insight about why they live and work in Cumbria in response to LEP and Great Place Lakes and Dales research.
- South Lakeland ranked as the North West's most liveable place by Your Housing Group in the first Powerhouse Liveability Index and positively featured in Lancashire Life and In Cumbria magazines.
- See cross-cutting outcomes under priority 3.

Future focus:

- The holistic Vision for the Future of Kendal will focus on placemaking and how to ensure Kendal increases its appeal to young people.
- Continue to invest in partnerships with employers and education providers to understand their needs and issues in relation to attracting and retaining young people.
- Work with the owners of K Village to bring additional benefits to the town from the new development.
- Continue to champion Kendal as a great place to live, work and visit.



Focus on delivering the Vision 2017 to 2018.

PRIORITY 3. WE'VE HELPED TO ESTABLISH A BRAND/USP FOR THE WIDER KENDAL ECONOMY (FOCUSING ON QUALITY OF LIFE)

What we've done:

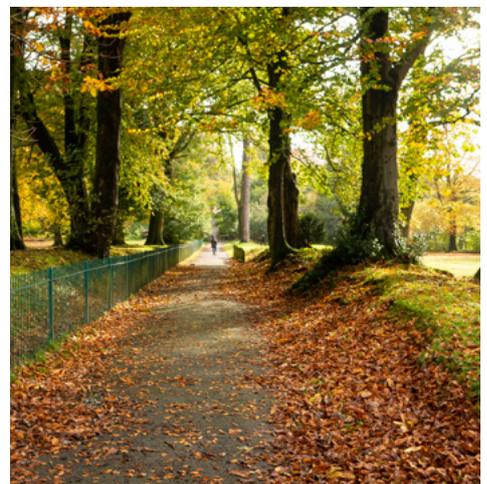
- Continued to increase visitor traffic to www.visit-kendal.co.uk, improve search engine rankings and encourage engagement with local businesses and organisations. *(Funding: KTC, Kendal BID)*
- Promoted and encouraged use of the Promotional Toolkit with partners and local organisations to promote the town. *(Funding: KTC, Kendal BID)*
- Installed lamppost banners and placed promotional adverts in local holiday and events guides to promote www.visit-kendal.co.uk and the town as a visitor destination.
- Strengthened the Kendal Courtesy Toilet Scheme with new venues joining the scheme. *(Funding: SLDC)*
- Encouraged SLDC to identify ways to improve Kendal's markets offer as a key attractor for the town.

Outcomes:

- www.visit-kendal.co.uk ranking 3rd in Google for the search term 'Kendal', plus many other relevant search terms for the town, and receiving an average of 6,000 visitors per month, greatly improving Kendal's digital footprint and highlighting the offer and quality of life, including culture, events, outdoors and heritage.
- Kendal footfall counts showed a large increase against 2017 (see priority 1).
- 19 venues participating in the Courtesy Toilet Scheme and 30,000 leaflets distributed to promote the scheme to local residents and visitors.

Future focus:

- Commission additional photography reflecting seasonal changes and activities to effectively promote the town.
- Continue to secure the position and quality of www.visit-kendal.co.uk.
- Encourage SLDC to further identify and implement ways to improve Kendal's markets offer.



Focus on delivering the Vision 2017 to 2018.

PRIORITY 4: WE'VE HELPED TO DELIVER ECONOMIC INFRASTRUCTURE AND PLACEMAKING INVESTMENT PROJECTS



What we've done:

- Continued to emphasise the need for private sector views and engagement in the Kendal Strategic Transport Infrastructure Study process with CCC, and stressed the importance of town centre interventions in addition to progressing studies to investigate the viability of a Northern Development Route to improve Kendal's road infrastructure.
- Appointed a new Large Employers representative to pro-actively consult with employers about the strategic issues affecting their business, growth and staff recruitment and to inform Kendal Futures role.
- Welcomed SLDC's work to develop New Road Common into a public green space, alongside the introduction of reduced cost parking initiatives for residents and town centre workers.
- Asked CCC to consider creating a public car park at County Hall at a lower cost than other town centre car parks, and to include coach parking.
- Encouraged CCC to repair or replace the Gooseholme pedestrian bridge with an aesthetically pleasing, accessible design as soon as possible.
- Responded to Transport for the North's Strategic Transport Plan consultation to help ensure the needs of Kendal's rail and road infrastructure are considered and receive future investment, including major investment in the Lakes Line.
- Welcomed the publication of The Lakes Line Fit for 2030 Strategy to help realise the ambition of increasing passenger numbers to Kendal Station from 108,000 currently to 500,000 by 2030.
- Wrote to Northern to about the disastrous train cancellations in 2018 and the negative effect on Kendal's economy.
- Supported Kendal BID's rebalot plans.
- Worked with, and supported, the Market Place Project Board to implement the final public realm improvements including upgraded power bollards, drainage channels and new seating.
(Funding: SLDC, KTC, CCC and LIP)
- Continued to lobby and engage with Cumbria LEP to remind them about the need to secure future investment in Kendal's infrastructure and place making projects and engaged in the Cumbria Industrial Strategy consultations.
- Formed a Working Group to develop a brief and progress plans to develop a strategic vision for Kendal.
- Engaged with the Environment Agency about the proposed flood alleviation scheme for the town.

Outcomes:

- The Market Place public realm project was completed with positive feedback received from businesses and traders.
- Considered and responded to the Environment Agency flood risk management plans to ensure interventions are effective and appropriate for the town.

Future focus:

- Align public and private sector partners behind a cohesive shared strategic Vision for Kendal – high level visual concepts and plans with a focus on place - to advance Kendal's future economic development and vitality.
- Join CCC's reference group to co-ordinate private sector views and help to progress the recommendations from the Kendal Strategic Transport Infrastructure Study in the development of the wider business case.
- Strengthen communication with, and the involvement of, large employers to influence proposals which affect business growth.
- Work with SLDC to ensure the section 106 monies from the Sainsbury's supermarket development are spent effectively to improve the pedestrian route between Longpool and the town centre.
- Continue to engage with the Kendal Masterplan process and influence proposals via formal consultation channels and encourage private sector investment and interest in delivering Masterplan concepts.



HISTORY &
HERITAGE



ARTS &
CULTURE



SPORTS &
LEISURE



SHOPPING



SCENERY



BUSINESS



TOURIST
INFORMATION



PARKS &
GARDENS



TRAVEL &
TRANSPORT



EVENTS
& FESTIVALS



EDUCATION &
LEARNING



FOOD
& DRINK

MORE INFORMATION

For more information about the work of Kendal Futures
please contact Paula Scott on 01539 793284 or email p.scott@southlakeland.gov.uk